

## ABSTRACT

A method and apparatus for assembling personalized CDs, DVDs and other types of optical disks, magnetic media, and data storage devices into magazines, catalogs, pamphlets, and other printed products in order to enhance the amount and 5 quality of personalization associated with the printed product includes reading and/or writing personalized information to/from a data storage device and assembling the data storage device within a printed product that is to be delivered to a particular individual. The reading and/or writing of personalized information may be directed to either digital information stored on the data storage device or to more conventional 10 optical indicia that is printed on and/or optically scanned from the data storage device.

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